



jobsOntario • Training

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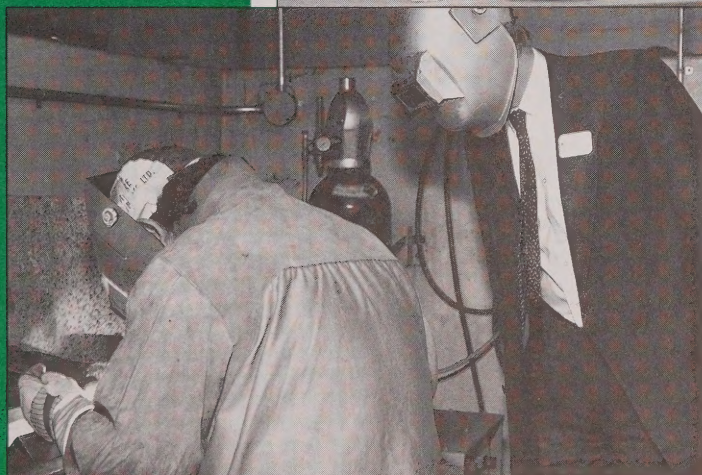
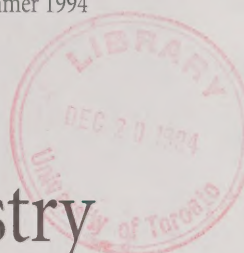
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OntarioWorks

A newsletter about jobsOntario Training progress

Summer 1994

Ironworkers Local 721 trains 30 for work in building industry



Ministry of
Education and
Training

Etobicoke: Premier Bob Rae announced earlier this year that Ironworkers Local 721 will train 30 jobsOntario Training participants for work in the construction industry. (Inset) Premier Rae, right, dons protective headgear to get a closer look at ironworkers in action.

GTAMB: Focusing on aboriginals' special needs

Finding work may be a common headache for many people, but it can be a real migraine for aboriginal Canadians. That's why the Greater Toronto Aboriginal Management Board (GTAMB) was named an aboriginal broker for *jobsOntario Training* this past August.

GTAMB was established for and staffed by aboriginal people. In its role as a broker, it finds employers willing to cast aside the mindset that often freezes such people out of jobs.

"We recruit Métis, Status, Non-Status, Inuit, whomever," says Vaughn Maracle, program manager at GTAMB. "We are in contact with native organizations throughout Greater Toronto, and we go to community meetings. We work through all kinds of independent organizations of and for aboriginal people."

Helping aboriginal Canadians through *jobsOntario Training* means focusing on their special needs, she says. "We find that a lot of people who have

extensive experience don't necessarily have the 'little pieces of paper' - the diploma or certification or whatever - to back that up."

But someone who is trained can be a skilled and dedicated worker, only lacking the 'little piece of paper' that employers usually see as proof of ability.

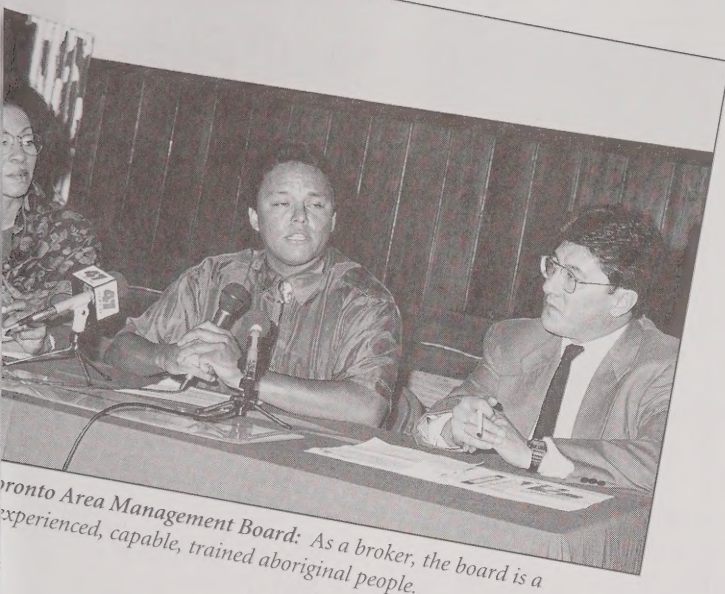
GTAMB encourages employers to work with the job seekers to focus on real ability, not paper certification. "The people we're trying to place want to work," says Maracle.

Helping employers with employment equity

Another concrete benefit Maracle offers employers relates to employment equity. "We want to get the word out that we can help them reach their equity targets." Employers often say they have the jobs but



GTAMB: Encourages employers to work with job seekers to focus on real ability.



Toronto Area Management Board: As a broker, the board is a conduit to experienced, capable, trained aboriginal people.

don't know how to reach qualified aboriginal people. At the same time, employers fear that employment equity targets will force them to hire unqualified people.

GTAMB can solve both concerns. As a **jobsOntario Training** broker, the board is a conduit to experienced, capable, trained aboriginal people.



Minister's Message

Together we are putting the unemployed back to work

*I want to congratulate everyone connected with developing, administering and delivering **jobsOntario Training** over the past two years for the high level of energy and the dedication they have brought to the program. Everyone involved wants **jobsOntario Training** to succeed.*



You have helped to create more than 48,845 positions, putting people back to work. And in the process, you have contributed to the province's finances and economy. The people you have helped back into the workforce no longer require the social benefits associated with long-term unemployment. Instead, they are self-supporting, and they now contribute to provincial finances through tax revenues.

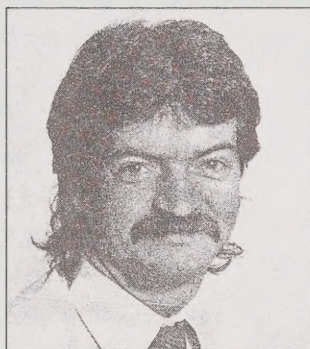
*You have also helped many of our businesses by informing and reminding them about the benefits of **jobsOntario Training** and making job creation and training attractive, convenient and affordable for them. Your efforts in matching employees to employers, developing training programs and streamlining administrative chores are contributing to the success of **jobsOntario Training**.*

I know the job isn't always easy, but you have my appreciation, and the appreciation of the people of Ontario. You especially have the appreciation of the people you helped directly - the job seekers and the job creators.

*Dave Cooke
Minister of Education and Training
responsible for **jobsOntario Training***

Sales skills key to success

Hastings County sprawls from Belleville east to Trenton and clear north to Algonquin Park, encompassing virtually every job sector. It takes an aggressive approach to gather potential employers into a fold that big, says Shawn Rushlow, co-ordinator for both the *jobsOntario Training* program and the Ministry of



Shawn Rushlow: "Marketing is very important."

Community and Social Services-funded Municipal Employment Program.

Yet they have placed 420 people since they started two years ago, working with more than 250 employer partners.

"Marketing is very important," explains Rushlow. "We run the *jobsOntario Training* portion of it as a business. My other program deals mostly with job seekers, while in this program we deal mostly with employers. Since the Municipal Employment Program is for people on social assis-

tance or family benefits and seeking employment, it made a good solid client base for us to get going with the *jobsOntario Training* program."

Although employers in Rushlow's area are generally seeking only one or two employees, Halla Climate Control, which manufactures air conditioning units for cars, recently signed up 30 people through *jobsOntario Training*.

Streamlining the paperwork

Besides streamlining the paperwork – as other brokers have learned to do – to allay employers' fears of red tape – Rushlow says the key to success in his large slice of Ontario is good sales skills, and that means advertising and follow-up.

"I do mass mailings to all potential employers in the county. And we do radio advertising," he says. "If an employer is not prepared to do something right now, but might be ready two or three months down the road, we don't let them forget that. We re-contact them and ask what's happening, and are they ready to consider hiring for new positions yet?"

Aggressive follow-up requires a focused staff effort, Rushlow adds. "My people specialize in different areas. I have four people doing employer development and training plan development. I have one who does monitoring of expenditure reports and whether or not there is any



'slippage' – meaning people who quit or are dismissed.

"We're very aggressive here. We move out into the community, doing many presentations for employers, presentations for agencies, presentations to business groups, radio advertising and direct mailing. Word of mouth helps, too.

"And we bang on doors."

Small firms lead

Brenda Brown, placement consultant at the Southwest Centre for Community Program Development Inc. in Woodstock, knows that in some areas the larger companies lead the way to economic recovery through hiring, but reports, "It has been the opposite in our area."

Since becoming the *jobsOntario Training* broker for Oxford county – encompassing Woodstock, Ingersoll, Tillsonburg and smaller towns in between – Brown says most hirings have been small placements, and most of it in the manufacturing sector, especially small

Challenge within the construction sector

As a *jobsOntario Training* broker, the London-Middlesex Unemployment Help Centre covers the London-Middlesex county area. Like any area this size, there are bright spots and trouble spots. And while it's important to stress the bright spots, you can't ignore the problem areas, says Corinna Purchase, project manager.

"London is lucky to have a diverse economy," she says. "The only sector we have a

the way in Oxford county

machine shops and metal fabricating shops for the trucking and auto industries. "We see a lot of ones and twos. Our pattern has been a lot of smaller businesses using the program."

Innovative letter

With an office of only four consultants, this broker has to work smart and hard to find employers who are confident enough to hire. And they have an innovative method.

Brown's office created a marketing letter for job-seekers to attach to their resume or to the applications they fill out. "We put the onus on them to do that

- to get out there and keep the job search going," she says.

"So while they're searching, they're getting the information about **jobsOntario**

Training to potential employers. That way, if an employer hasn't heard about the program or doesn't know where to go to find out more about it, they get the information in the letter."

The idea works, Brown says, because of the psychology of employers: Many want to hire, and respect people who knock on doors looking for jobs. Knowledge



Looking for jobs: Many employers want to hire and respect people who knock on doors.

of **jobsOntario Training** may be the key that unlocks

these opportunities.

"We've had employers who have had somebody in mind when they first call us. An employer would call us and say, 'we got this letter from so-and-so about **jobsOntario Training**. I'd like to hire them and make use of the program.'"



Corinna Purchase: "London is lucky to have a diverse economy."

seeing sixty per cent unemployment. With stakes like that, you've got to do something."

When the going gets tough, the tough get going, and Purchase says her team's approach is to get the construction industry employers ready to be partners as economic recovery sets in.

Working together

"With the manufacturing sector, we're seeing a lot of good growth. But with the construction sector, we have a challenge. So at a recent meeting we talked about options with the sector, and there was a consensus on the need for academic upgrading, more cross-training, and more training in technical areas."

problem with is the building trades in the construction industry. There is simply very little work now. We had a meeting with the construction trades employers, and we were told that they are

Next came a chat with the construction employers. "The idea was to try to identify three or four good training opportunities they should encourage workers to do while they're in their lull. So now the construction industry people are getting together with us to formulate a cohesive plan as to what kind of training they'd like us to help provide for their workers. Then we'll meet again and decide what we can provide in training money."

Meanwhile, the bright spots in other business sectors are helpful tools. Purchases' team is having success in many sectors, including larger economic renewal projects involving more than 25 people and training money in excess of \$250,000.

"Those are really good not only for the people placed, but stimulate trust in the program and generate good publicity. And that sparks the smaller businesses to gain confidence in the economy as a whole. Maybe they were hesitating about hiring today, but if they read in the paper tomorrow that another employer hired 125 people, they'll think, 'oh, well, maybe I can take the chance and hire a few people, too.'"

Did you know that . . .



... more than 20,000 employers province wide are working with brokers to hire and train employees;

... the average wage paid by employers continues to be approximately \$21,000, well above minimum wage;

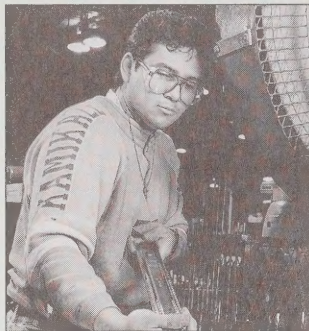


... 85 per cent of participants placed in **jobsOntario Training** positions complete their employment periods;

... the program has also provided 20,500 people with pre-employment training, helping to upgrade their skills and give them versatility in their continued job searches; and,



... over one hundred **jobsOntario Training** economic renewal initiatives are now underway with Ontario employers who are significantly expanding their workforces by hiring more than 25 new workers.



Thunder Bay

Spreading the word about **jobsOntario Training**

While the current recession appears to be retreating in parts of Ontario, regional manager Lynne Thornburg is still fighting it on the front lines in Thunder Bay, where Confederation College is the **jobsOntario Training** broker.

"Thunder Bay lagged behind the rest of the province. We started to feel the recession's effects later, we hit bottom later, and we're later in seeing the promised recovery. Employers here are feeling the worst of it right now."

How do you fight a recession that doesn't know it's on its way out? "Word of mouth is an important factor in a community like this," says Thornburg. "Creating a new job position seems a pretty fearful thing for them right now. But if they have a colleague who has worked with us and can tell them that it is not a fearful thing, then word spreads from one business to another."

Doing the paperwork is another way to allay employer fears. By eliminating as much of the 'red tape' as possible, the broker allows employers to focus on the benefits of **jobsOntario Training**.

But first they have to reach employers, and when the community is small and close, that calls for straightforward methods.

Thornburg says:

- Distributing one-sheet handbills to promote local well-respected employers



Lynne Thornburg: Still fighting on the front lines in Thunder Bay.

who are partners with **jobsOntario Training** creates a feeling of confidence in the program.

- Mailings to the local chamber of Commerce and various Thunder Bay businesses keeps the profile high.

• Fostering a positive spirit among partner-employers is essential.

- Giving favorable publicity to employers who stimulate the local economy creates a 'go-thou-and-do-likewise' message.

Several dozen employers attended breakfast meetings for those who have completed one year as **jobsOntario Training** partners. "Most have created one position, some two," admits Thornburg. "The largest group we've ever had was seven, and that was worth a party."

"I went on television locally, and talked about employers who are partners with us and how it's that type of employer who is at the forefront of economic recovery," says Thornburg. "We mentioned specific employers. We are naming names, and saying if they can do it, why can't everyone else?"

The March 17 Job Fair at the Valhalla Inn was a big success with Minister of Education Dave Cooke speaking to over 175 in attendance.

Hard work pays off

In Kitchener-Waterloo, the entrepreneurial spirit has long ruled the business landscape, says Jack Middlemass, **jobsOntario Training** project manager. He reports to the Client Services Division of the Social Services Department, Region of Waterloo - the agency named as **jobsOntario Training** broker - and he knows his area well.

More than 150 employers listened to Premier Bob Rae at a Job Fair held at the Waterloo Inn last March.

"Better than 10 per cent of our industry is related to the auto industry, and, we've been seeing economic improvement since last spring," he says. "This area has always been focused on trade and export," Middlemass adds. So a lower Canadian dollar makes it advantageous to sell products on the world market.

That's his explanation for increased business activity in the area, but the explanation for increased **jobsOntario Training** placements comes from the hard work of his own team. Last year's work is paying off.

"We went out last February and distributed drop-mail flyers geared primarily to the manufacturing sector," recalls Middlemass. "We followed that up by hiring two of our own participants who had sales backgrounds, and they went out and literally made cold calls in the manufacturing sector throughout the region.

"At the same time I was

hitting the speakers trail, talking to every chamber of commerce, CEO, the Grand Valley Personnel Association, and so on. You name it and I was there."

When the economic recovery crept into Kitchener-Waterloo and the surrounding area, his outreach program paid off. Carolyn Macdonald, Manager, Total Quality Development and Training for Custom Trim, a Waterloo company that makes interior auto trim components, is an example. With **jobsOntario Training**, her company quickly filled a sudden need for new people.

"We picked up some new market share and increased our business," she says.

"**jobsOntario Training** saw that we were ready to hire, and they came and pointed out that if we took some people who didn't yet have the skill levels we would require, and agreed to train them, then part of our funding could be used elsewhere in our training. That's what makes it possible for us to take someone who doesn't have 100 per cent skill levels to start with."



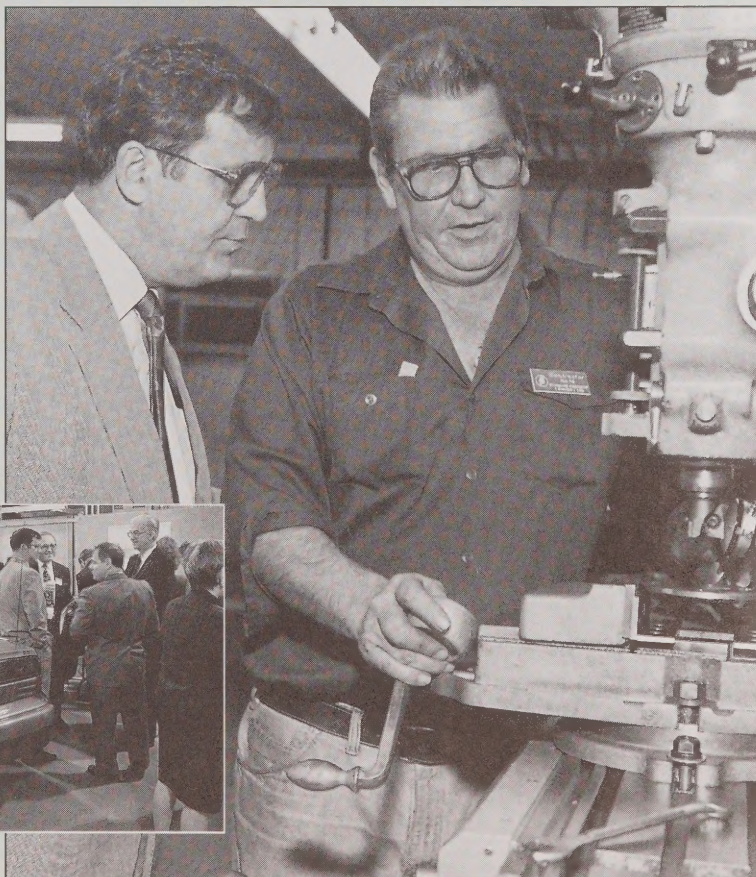
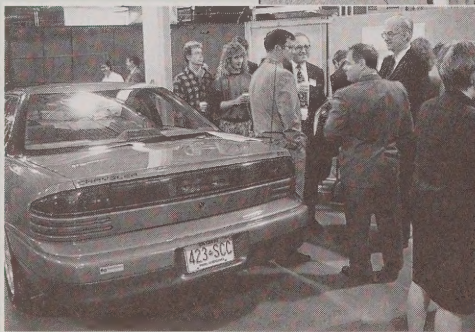
Jack Middlemass: "You name it and I was there."

When the first outreach efforts were made last February, Middlemass says one in 10 companies knew about the program. When they were repeated

this past September, that number was eight in 10.

And with placements looking better, will the Waterloo region team change tactics? "No. Our plan is to start again, with cold-calling in January," says Middlemass. "We plan to get to the companies that weren't receptive last time."

Standard products hires 153 new employees



*Putting people to work: Associate Minister of Education and Training, Mike Farnan, tours the Standard Products (Canada) Ltd. plant in Stratford, where 153 new employees will be hired under **jobsOntario Training**.*

Broker Directory

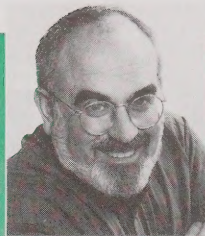
			Toll-Free	Telephone
Aboriginal Community Brokers	South Central Ontario	Huronina Aboriginal Management Board		(705) 722-8708
	North Shore	Naadmaadwiuk Area Management Board		(705) 356-2271
	Ohswegen	Grand River Employment and Training		(519) 445-4086
	Cornwall	Akwesasne Area Management Board		(613) 575-2895
	Southeast Ontario	Kagita Mikam Aboriginal Management Board		(613) 396-3424 ext. 323
	Niagara Peninsula	Niagara Peninsula Aboriginal Area Management Board		(905) 522-5074
	Hudson Bay Area	Abatisowin Training Management Board		(705) 658-4222
	Kenora & Area	Shooniia Biidoong Area Management Board		(807) 274-0895
	Manitoulin Island	Mnidoo Mnising Manitoulin Area Management Board		(705) 368-3533
	Southwest Ontario	First Peoples Training Corporation Area Management Board		(519) 652-9299
	Sioux Lookout	Sioux Lookout Area Aboriginal Management Board		(807) 737-4047
	Sudbury	Gezhtoojig Sudbury Area Management Board		(705) 670-2140
	Superior	Kitchi Gaming Area Management Board		(807) 346-9171
	Central North Ontario	Mamo-Wichi-Hetiwin Area Management Board		(705) 268-9071
	Toronto	Greater Toronto Area Management Board		(416) 591-2310
Central District	Dufferin	County of Dufferin Social Services Department		(519) 941-3118
	Durham	Regional Municipality of Durham Social Services Department	(800) 436-2027	(905) 619-9840
	Halton	Regional Municipality of Halton		(905) 825-6171
	Hamilton-Wentworth	Regional Municipality of Hamilton-Wentworth Department of Social Services		(905) 546-2687
	Muskoka	Muskoka-East Parry Sound Business Development Centre		(705) 645-1849
	Niagara	Niagara College*		(905) 641-2252
	Peel	Peel Board of Education Continuing Education Centre		(905) 890-5627
	Simcoe	Simcoe County Board of Education		(705) 725-9494
	Georgian Triangle	Employment & Resource Services of Georgian Bay		(705) 444-1580
	York	Regional Municipality of York Community Services Department	(800) 263-7413	(905) 895-5813
Metropolitan Toronto	Metropolitan Toronto	Municipality of Metro Toronto		(416) 397-4473
Northern District	Kenora	Town of Kenora Project Self-Sufficiency		(807) 468-2245
	North Bay	Canadore College*		(705) 474-7600 ext. 6438
	Northeast	Collège Northern College*		(705) 235-7230
	Northwest	Confederation College		(807) 475-6197
	Parry Sound	District of Parry Sound Welfare Administration Board		(705) 746-7777
	Red Lake	Red Lake Board of Education		(807) 727-3267
	Sault	Sault Community Information & Career Centre		(705) 759-0883
	Sudbury & District	Collège, Cambrian College *		(705) 673-4227

Broker Directory

			Toll-Free	Telephone
Southeast District	Dundas & E. Grenville	Cardinal and District Resource Centre		(800) 465-3148
	Frontenac	County of Frontenac		(613) 548-8408
	Hastings	County of Hastings	(800) 565-9614	(613) 966-8815
	Lanark County	Algonquin College		(613) 284-8072
	Leeds & Grenville	Youth Employment Assistance Headquarters		(613) 498-2111
	Lennox & Addington	Appanea Learning Centre		(613) 354-3887
	Northumberland	County of Northumberland Department of Social Services		(905) 372-0553
	Ottawa-Carleton	Regional Municipality of Ottawa-Carleton Social Services Department*		(613) 786-2804
	Peterborough	Peterborough EPYC Centre Storefront Work Shop		(705) 867-0880
	Prescott & Russell	United Counties of Prescott and Russell Social Services Department*	(800) 661-6086	(613) 632-5675
	Prince Edward County	Edprin Job Training of Prince Edward County		(613) 476-1231
	Renfrew	Algonquin College Management Centre		(613) 432-5863
	Stormont & Glengarry	Employment & Education Resource Centre of Cornwall and District, Inc.*		(613) 933-9675
	Victoria & Haliburton	Sir Sandford Fleming College of Applied Arts and Technology		(705) 328-1766
Southwest District	Brant	County of Brant Social Services Department		(519) 751-3492
	Bruce/Grey	Owen Sound Family Y.M.C.A.	(800) 265-3711	(519) 371-9222
	Elgin	Fanshawe College		(519) 633-7187
	Essex	St. Clair College		(519) 966-7366
	Haldimand/Norfolk	Regional Municipality of Haldimand-Norfolk Social Services Department		(519) 428-3450
	Huron	County of Huron	(800) 668-0015	(519) 524-2188
	Kent	City of Chatham Department of Social Services		(519) 436-3227
	Lambton	County of Lambton Social Services	(800) 361-8652	(519) 542-5518
	Middlesex	London Unemployment Help Centre		(519) 434-5627
	Oxford	South West Centre for Community Programme Development Inc.		(519) 539-5655
	Perth	Stratford Family Counselling Service		(519) 273-6030
	Waterloo	Regional Municipality of Waterloo		(519) 571-8660
	Wellington	Conestoga College		(519) 824-8546
Community Enterprise Brokers	Cambridge	The Community Opportunities Development Association (CODA)		(519) 623-9380
	Hamilton	Business Advisory Centre of Hamilton Wentworth		(905) 689-2888
	Niagara	Niagara College of Applied Arts & Technology		(905) 684-4315 ext. 2438
	Ottawa-Carleton	Community Enterprise Centre (Ottawa-Carleton)		(613) 594-9383
	Sudbury	Sudbury Vocational Resource Centre		(705) 671-2545
	Toronto	George Brown College Foundation		(416) 867-2370
	Windsor	Unemployed Help Centre of Windsor Inc.		(519) 944-4900

Deputy Minister's Message

jobsOntario Training produces skills for the future



You may already know that jobsOntario Training is re-training people to quickly re-enter the workforce and lower the bill for social services by helping businesses to hire and train new employees. But the program also produces long-term skills and benefits for Ontario. It helps to expand the skills base of the workforce, it forges closer links between government and business, and helps to make Ontario's products and services more globally competitive.

Many of the skills needed in tomorrow's economy have not been identified, and will have to be acquired quickly when they are needed. This is a reality as we enter the 21st century in a global economy driven by rapid advances in science and technology, and unrelenting global competition for markets. It means most of us will have to be retrained several times between graduation and retirement.

jobsOntario Training is a cooperative, pioneering program involving government, business, organized labour groups, community organizations, educational institutions, and unemployed people. It has had unqualified success in bringing these groups together in innovative and productive ways. While fulfilling its short-term objectives, it has also identified the need for permanent integrated retraining programs that will allow Ontario to successfully compete with nations that already have such programs in place.

You who are working in the field as brokers for jobsOntario Training will have seen the new reality of the job market. You work with people who want job experience and skills training. You work with employers who compete with national and international competition, who must remain abreast of technology, and who are constantly trying to broaden and improve their skills base. I believe the people of Ontario will require your expertise and experience in the future.

Charles E. Pascal
Deputy Minister of Education and Training

DATELINE...

SUDBURY --- By the end of January, nearly 600 people in the Sudbury area were working in newly created full-time jobs with help from jobsOntario Training and its regional broker, Cambrian College. Cambrian maintains a data base of about 2,200 qualified individuals currently seeking work.

GUELPH -- Hematite, a local company which manufactures sound barrier products for cars is hiring and training 41 new employees with \$320,000 from jobsOntario Training. The company markets environmentally safe wall, floor and industrial equipment coatings. Some 800 of the more than 36,000 jobs created under the Ontario program have been in the Guelph area.

OTTAWA -- The Building and Construction Trades Council of Ottawa-Hull is receiving \$1.1 million from jobsOntario Training to train 225 people for a variety of skills in the building industry.

NIAGARA FALLS -- Two community-based organizations -- The Economic Development Corporation of Fort Erie and the Niagara College Innovation Centre -- have joined forces with jobsOntario Training to find and train 20 budding entrepreneurs with ideas for starting up businesses in the area. They are offering a 42-week program composed of 10 weeks of intensive training and 32 weeks of professional support while businesses get off the ground. Niagara College recently announced that employers in the region are receiving a total of \$3.1 million in jobsOntario Training credits, half of which have already been paid out.

NORTH BAY -- Local jobsOntario Training broker, Canadore College, had placed about 280 people in jobs by the end of 1993. Its target is to place 500 by September 1995. Almost 1,200 participants are currently registered with the broker.

TIMMINS -- Northern College, jobsOntario Training broker for the area, reported at the end of December that it had surpassed its goal of finding jobs for 320 people. In fact, it had placed 331. It has registered more than 1,200 participants and 300 employers.

For more information call the TRAINING HOTLINE: 1-800-387-5656 TDD 1-800-387-0743

Ontario Works

is a newsletter about
jobsOntario Training progress.

Ontario

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